



COLORADO DEPARTMENT OF AGRICULTURE

Thursday, April 2, 2015
Colorado Wine Industry Development Board Regular Meeting
Conference Call

Staff: Doug Caskey, Kyle Schlachter, Dr. Horst Caspari, Dr. Steve Menke

Members: Jay Christianson, Neil Jaquet, Billie Witham, Ashley Vaughters, Bret Neal, Taylor Courey, Jeff Knight, Doug Kingman, Michelle Cleveland, Max Ariza

Guests: Cassidee Shull, Sue Phillips

Opening of Meeting

1. Meeting called to order by Jay Christianson at 10:03 am.

CSU Research Proposal

2. Jay Christianson stated the first order of business was to review the CSU research proposal for FY16.
 - a. Bret Neal moved to approve the CSU research proposal for FY16 as presented.
 - b. Michelle Cleveland seconded.
 - c. Discussion:
 - i. Michelle Cleveland asked about CSU matching funds.
 - ii. Dr. Horst Caspari said he could not include them in the proposal as submitted to CSU Sponsored Programs, but that use of the Orchard Mesa Ag Experiment Station would add up to about \$78,500 of in-kind dollars.
 - iii. Sue Phillips stated that she thought the presented proposal was very responsive to industry concerns.
 - d. The motion passed unanimously.
 - e. The research program presented by CSU will be funded for FY16.

CAVE funding

3. Doug Kingman moved to earmark \$10,000 for CAVE educational seminars: \$5,000 for VinCO 2016 and \$5,000 for outside seminar(s).
 - a. Bret Neal seconded.
 - b. Discussion:



- i. Michelle Cleveland asked why CAVE wanted to bring in an outside soil researcher when the CSU proposal covered soil management.
 - ii. Max Ariza stated that outside consultants often don't understand issues specific to Colorado.
 - iii. Michelle Cleveland suggested that education and training are the purview of CAVE and should be funded by CAVE and not CWIDB.
 - iv. Michelle Cleveland suggested that CAVE charge attendees for the outside seminars instead of relying on CWIDB funds.
- c. Neil Jaquet moved to table discussion until the next Board meeting
- d. The motion passed unanimously.
- e. Discussion on funding CAVE educational seminars will be tabled until the next CWIDB meeting.

Cultivator contract

- 4. Michelle Cleveland moved to renew the adjusted Cultivator marketing contract for FY16.
 - a. Bret Neal seconded.
 - b. Doug Caskey mentioned that the FY16 contract increased to about \$300,000 because of advertising funds.
 - c. The motion passed unanimously.
 - d. Cultivator will continue as the CWIDB's marketing firm for FY16.

Legislative Update

- 5. Doug Caskey presented a brief update on HB-1517.
 - a. The bill has passed the Senate Business, Labor and Technology committee with an amendment addressing temporary tasting room applications.
 - b. The definitions of sales room is a bit concerning.
 - i. Stephanie Fransen, CAVE's lobbyist, is working on an amendment with Kevin Bommer with the CO Municipal League.
 - ii. Amendment would allow wine to be served anywhere on the licensed winery or manufacturing premise.

Next Meeting

- 6. The next meeting was rescheduled for June 29 in Glenwood Springs.

Adjournment

- 7. Michelle Cleveland moved to adjourn.
 - a. Jeff Knight seconded.
 - b. The motion passed unanimously.
 - c. The meeting was adjourned at 10:32 am.



These minutes are verified and approved by



Bret Neal, CWIDB secretary

date

